

1994

Personal values in advertisements found in magazines read by teenagers in Southeast Iowa

Joni S. Erland
University of Northern Iowa

Let us know how access to this document benefits you

Copyright ©1994 Joni S. Erland

Follow this and additional works at: <https://scholarworks.uni.edu/grp>

Recommended Citation

Erland, Joni S., "Personal values in advertisements found in magazines read by teenagers in Southeast Iowa" (1994). *Graduate Research Papers*. 1979.
<https://scholarworks.uni.edu/grp/1979>

This Open Access Graduate Research Paper is brought to you for free and open access by the Student Work at UNI ScholarWorks. It has been accepted for inclusion in Graduate Research Papers by an authorized administrator of UNI ScholarWorks. For more information, please contact scholarworks@uni.edu.

Personal values in advertisements found in magazines read by teenagers in Southeast Iowa

Find Additional Related Research in UNI ScholarWorks

To find related research in UNI ScholarWorks, go to the collection of [School Library Studies Graduate Research Papers](#) written by students in the [Division of School Library Studies](#), Department of Curriculum and Instruction, College of Education, at the University of Northern Iowa.

Abstract

This study analyzes the types of personal values represented in advertisements contained in magazines read by teenagers. A survey of Southeast Iowa high school media specialists was conducted to identify popular magazines read by students in grades nine through twelve. The five magazines named most frequently in the survey results, Seventeen , People . Teen . Hot Rod and Sports Illustrated, were used to collect data. The researcher analyzed the advertisements contained in January May and September issues to off-set cyclical fluctuations in advertising. Using a list of sixteen personal values, each advertisement was categorized according to its primary value based on visual and textual messages. Findings indicated that personal values such as "appearance/sexuality" and "status/self-esteem" ranked among the most prevalent values. whereas values such as "family" and "community" were nearly nonexistent.

Personal Values In Advertisements
Found In Magazines Read By Teenagers
In Southeast Iowa

A Graduate Research Paper
Submitted to the
Division of Library Science
Department of Curriculum and Instruction
in Partial Fulfillment
of the Requirements for the Degree
Master of Arts

UNIVERSITY OF NORTHERN IOWA

by
Joni S. Erland
July 12, 1994

Abstract

This study analyzes the types of personal values represented in advertisements contained in magazines read by teenagers. A survey of Southeast Iowa high school media specialists was conducted to identify popular magazines read by students in grades nine through twelve. The five magazines named most frequently in the survey results, Seventeen, People, Teen, Hot Rod and Sports Illustrated, were used to collect data. The researcher analyzed the advertisements contained in January, May and September issues to off-set cyclical fluctuations in advertising. Using a list of sixteen personal values, each advertisement was categorized according to its primary value based on visual and textual messages. Findings indicated that personal values such as "appearance/sexuality" and "status/self-esteem" ranked among the most prevalent values, whereas values such as "family" and "community" were nearly nonexistent.

This research paper by: Joni S. Erland

Titled: Personal Values In Advertisements Found In Magazines Read By Teenagers
In Southeast Iowa

has been approved as meeting the research paper requirements for the Degree of
Master of Arts.

July 13, 1994
Date Approved

Leah Hiland

Graduate Faculty Reader

July 13, 1994
Date Approved

Barbara R. Safford

Graduate Faculty Reader

July 22, 1994
Date Approved

Peggy Ishler

Head, Department of Curriculum
and Instruction

Table of Contents

	Page
List of Tables	iv
Chapter	
1. Introduction	1
Purpose	4
Hypotheses	4
Definitions	5
Assumptions	6
Limitations	6
Significance	7
2. Literature Review	8
3. Methodology	13
4. Data Analysis	16
5. Conclusions	20
Recommendations	23
Summary	24
Bibliography	26
Appendixes	
A. Survey Materials	28
B. Tally Sheet	32
C. Advertisement Data For Each Magazine	34
D. Advertisement Examples	40

Tables

Table	Page
1. Personal Values in Ads From Magazines Read by Teenagers	17
C-1. Ads From <u>People</u> Magazine	35
C-2. Ads From <u>Hot Rod</u> Magazine	36
C-3. Ads From <u>Sports Illustrated</u> Magazine	37
C-4. Ads From <u>Teen</u> Magazine	38
C-5. Ads From <u>Seventeen</u> Magazine	39

CHAPTER 1

Introduction

Advertising effects on young people were placed on the public agenda as an issue in the late 60's and early 70's. This concern came about largely due to the growth of the commercial television industry. Children of the 80's and 90's are still greatly affected by television, but the expansion of technology has exposed youngsters to an even wider array of media.

Many studies have focused on the effects of television on children. Since television sets in the home have been commonplace for more than three decades, it has been easier to study its long-term effects. Most of the research on television and youth centers around exposure to violence and commercials. Newer technology and other forms of media have yet to be studied in as much depth as television.

American youth spend more time watching television than any other activity besides sleeping. According to Comstock (1991) in Television and the American Child, the average child sees about 40,000 commercials per year on television. Through commercials American youth have learned about products and their uses, but perhaps even more effectively they have learned social values. These values are sometimes quite apparent in advertisements; other times, the message seems to be a hidden agenda. One thing is apparent, however; where parents had once played the major role in the teaching of

values, media now plays an equally strong role (Barcus and Wolkin, 1977, p. xx).

Many studies have been performed to show the effects of television on society. A great number of those studies deal primarily with the effects of television on children, violence in cartoons, and misrepresentation of reality, for example. More recently, Channel One, an educational news program viewed in many high school classrooms, has also come under scrutiny. The controversy lies not in the content of the news, but in the advertisements shown to students during this daily program. A recent study (Wulfemeyer and Mueller, 1990) showed that many of the personal values found in Channel One ads could be defined as "leisure/pleasure" or "appearance/sexuality." In fact, 30 percent of the ads in the study fell into those two categories, while the personal value "family" was represented in only 2 percent of the advertisements (p. 147).

The results of the study of Channel One advertisements are not surprising, but are disturbing nonetheless. Much of the controversy stems from the fact that the students in school systems served by Channel One are getting a steady diet of such advertisements. Many schools are now reevaluating the benefits of Channel One based on findings of studies such as Wulfemeyer and Mueller's.

Young children are the most susceptible to television and its messages. But what happens as children grow older? As youngsters mature and develop they become more capable of understanding advertisements. Four year olds, for

instance, cannot distinguish the difference between a program and commercials. As youngsters reach their teenage years they are often aware of specific propaganda techniques and are generally more skeptical of advertisements. This is not to suggest that older children are affected less by commercials or advertisements, but that they are more aware and knowledgeable of advertising.

Another major difference between young children and teenagers is the amount of exposure to different types of media. As children grow older, television exposure is diminished while other types of media come into play. In other words, as children mature, the use of radios, newspapers and magazines increases while television decreases. In one study, seniors in high school spent twice as much time reading magazines as fourth graders did (James, 1971, p. 56). Also, in a recent study of teen reading preferences, public librarians noted that popular magazines were often listed first (Jones, 1989). The increased exposure to the print media over time can be explained by improved reading skills and broadening interests as one approaches adulthood.

As teenagers become more involved with other types of media, so do the advertising firms who target teen markets. Advertising agencies study the fads and interests of teenagers as well as their preferences for specific types of media. Once they discover which radio station teenagers listen to or which

magazines they read, advertising firms can focus more directly on their audience. Thumbing through the pages of a teen magazine, it is plain to see that a large percentage of space is devoted to advertisements. Like television commercials, these magazine advertisements sell products or services through themes related to their audience. These themes contain strong, even if subliminal, messages in the form of personal values. If the public is concerned about what their children see on television, they should be equally concerned about the effects of magazine advertisements on teenagers.

Purpose

What personal values are represented in advertisements found in popular magazines read by teenagers? In response to this question, the researcher first identified some popular magazines read by teenagers. The researcher analyzed the personal values found in advertisements from the selected popular magazines. The results of the study show the frequency and types of personal values represented in the advertisements analyzed.

Hypothesis

- 1) The personal values "leisure/pleasure" and "appearance/sexuality" will each be present in twenty percent or more of the advertisements found in popular magazines read by teenagers.

2) The personal values "belonging," "independence," "wisdom," "productivity," "status/self-esteem," "health," and "adventure" will each be present in five percent or more of the advertisements analyzed.

3) The personal values "family," "youthfulness," "maturity," "safety/security," "love/affection," and "community" will each be present in less than five percent of the advertisements analyzed in this study.

Definitions

Teenager: In this study, teenagers is a group made up of high school students (grades 9-12).

Popular magazines: Those magazines teenagers read most often as determined by a survey of Southeast Iowa high school media specialists.

Advertising: Commercial advertising found within the body of the magazine, interspersed among articles, or on the front or back cover of the magazine. This excluded "want-ads" or the "shopper's guide" typically found in the back of some magazines.

Personal values: A personal value may be defined as "an enduring belief that a specific mode of conduct or end state of existence is personally and socially preferable to an opposite mode of conduct or end state of existence" (Wulfemeyer and Mueller, p.9). In this study, personal values are elements not directly related to the product, but are related to the consumer/reader.

Assumptions

- 1) Teenagers often read magazines intended for adult audiences as well as those designed specifically for their age group.
- 2) The personal values in print media are similar in scope and frequency to the personal values used in television advertising.
- 3) Even though advertisements may contain several values, they generally have one over-riding or primary value element.
- 4) The researcher was able to identify the primary value element in each advertisement.

Limitations

- 1) This study includes only magazines read most frequently by teenagers as determined by high school media specialists within the local area. These magazines included those designed specifically for teens and adult magazines read by teenagers.
- 2) Only advertisements found on the cover of the magazine (front or back) or those interspersed throughout articles were analyzed. Advertisements located in the shopper's index or want-ad section were not included.
- 3) Only the value deemed primary to the advertisement was tallied for this study.

Significance

Television is probably the most widely viewed form of media by children and adults. One must remember, however, that there are other media that influence youth in our society. Magazines are another medium that advertising firms target for teen audiences. Unfortunately, fewer studies have been done to analyze the personal values in print media. One of the few studies to do so was completed by Richard Pollay. His research, which synthesized various methods for analyzing human values, is considered one of the first in developing a "measurement methodology suitable for the analysis of values manifest in advertising" (Pollay, 1984, p. 111).

What personal values are portrayed in magazine ads viewed by teenagers? That is the question that had not been completely explored. In this study, the researcher analyzed advertisements found in magazines read most frequently by teenagers. Using Pollay's list of personal values, which was also used in Wulfemeyer and Mueller's (1990) study of Channel One, the researcher determined the various types of personal values in magazine advertisements.

CHAPTER 2

Literature Review

Over the years marketing has become an area of business that has grown exponentially. The increased number of firms vying for audiences has made marketing extremely competitive. Use of mass media and audience segmentation have allowed advertising firms to focus their expenditures on target audiences and to maximize the effectiveness of their ad campaigns. While advertising agencies strive for increased sales, parents and educators have become concerned about the effects of advertising on youth. This review of the literature will help in understanding why advertisers have found youth to be such a valuable audience. It also reveals some of the elements of advertising that affect youth.

Advertising agencies scrutinize the characteristics of target audiences. One element of scrutiny is the profitability of advertising to specific target audiences. Youth, once largely ignored, have become one of the biggest targets of advertising. "The most sophisticated U.S. marketers are acknowledging the clout of kids—28 million incredibly conspicuous consumers age 12 to 19" (Sellers, 1989, p. 114). In a recent article from Advertising Age (Williams, 1990), one advertising executive pointed out that kids have become influential in two ways. Today's youth often have their own spending money earned from allowances or part-time jobs as well as an influence over household decisions

to purchase larger, expensive items. Many teenagers have input on purchasing new family cars, microwaves, computers, and the choice of family vacations (p. 27). Today's typical adolescent is much different than teenagers even ten years ago. Today's teen spends an average of \$2331 per year or a total of \$55 billion as a group. This is twice as much as teens from the last decade (Sellers, 1989). This figure, startling enough, does not include purchases that parents made for their children.

Another study (Lafayette, 1989) showed that teenagers influenced another \$188 billion in spending by their parents. Because today's parents are busier and feel guiltier, they often try to make up for lost time by purchasing material goods for their children (Sellers, 1989). With teenagers influencing parental spending as well as their own, they are obviously a potentially lucrative market.

A recent study (Traw, 1993) of children's magazines reflects the shift in advertising towards a more youthful market. Traw's study analyzed the amount of advertising, the products sold and the persuasive techniques used by advertisers in four popular children's magazines. The results of her study revealed that advertisements accounted for 18 percent of the space available in Kid City, Sports Illustrated For Kids, Boys' Life and 3-2-1 Contact. The product presented most frequently in ads was video games and visual intensity was the persuasive technique used most often by advertisers. Though this study of

advertisements focused on children's magazines rather than teen magazines, it clearly shows the trend toward targeting a younger audience.

For specific advertisements to be effective with a teenage audience, ad agencies must be aware of the needs of adolescents. In a recent issue of Scholastic Update (Eskin, 1988), a report revealed that parents still take care of teenagers' basic needs—food, clothing, and school related expenses—while teens spent allowances and job earnings to meet other needs. The need for belonging and creating a positive self-image to peers is a common thread throughout the literature relating to adolescent needs.

In "Youth Consumers: Growing Pains," Vandermerwe (1990) points out that even though teens appear to strive for individuality, they feel an even stronger need for being part of a group. Sellers (1989) states in "The A-B-C's of Marketing to Kids" that teens often turn to media to become aware of the latest trends in order to fit in with their peers. These points are confirmed in an article (Lafayette, 1989) about Saatchi and Saatchi, one of the nation's largest advertising agencies. In their study of youth, it became clear that image was of major importance to teens. Penelope Queen, one of Saatchi's ad executives, even went as far as stating: "everything they buy is a prop for their ego" (p.70). With knowledge of these characteristics, marketers design advertisements that feed on teenagers' need for belonging.

In an attempt to market to teenagers, advertisements often do a lot more than sell products or services. Whether advertisers plan to or not, they often create family conflict. In Television and the American Child Comstock (1991) says that "material items are advertised in such a way that children want them even though they may not be affordable or judged as desirable by parents. Thus, refusal to purchase may cause conflicts." (pp. 192-193). Advertisements can even create self-conflict, by making youngsters feel dissatisfied with their present status (Leiss, Kline, and Jhally, 1986).

Though some effects of advertising are unplanned results, it is clear that some effects are intentional. In Social Communication in Advertising (Leiss, Kline, and Jhally) the authors describe the development of materialism through advertisements. Advertisers try to convince young people that material goods equal prestige and status. With this approach, not only are teens likely to purchase the advertised item, but they are also likely to become obsessed with trying to outdo their peers. This leads to overspending, loss of identity, and what is commonly referred to as materialism.

Besides materialism, other values are transmitted through advertisements by the products sold, types of characters present in the ads and themes (Barcus and Wolkin, 1977). This was made apparent in Wulfemeyer and Mueller's (1990) study of Channel One, an educational news program for high school students. Though most people did not question the value of the news program

to teenagers, many parents and educators became concerned at the content of the advertisements shown throughout the program. Much of the study focused on the values represented in Channel One ads. Results of their content analysis showed that personal values like "leisure/pleasure" and "appearance/sexuality" were quite prevalent in the ads, while values such as "family" or "community" were nearly nonexistent.

In summary, it is clear that advertisers are intensively targeting adolescents because of their increased buying power. In an effort to compete with other ad agencies, advertisers are using every means available to capture their share of the teen market. This often means feeding on the needs of adolescents and molding their priorities and values.

CHAPTER 3

Methodology

In order to do a content analysis of advertisements in popular magazines read by teenagers, the researcher first had to identify which magazines are read most frequently by that age group. Most sources of publishing statistics give circulation and subscription data, but one must keep in mind that teenagers often read materials designed for adults as well as those materials designed for youth. Unfortunately, circulation data only tell the total number of copies sold—not who they are sold to. Even if this were the case, such data would not indicate who reads the magazine. Several people may read one issue of a magazine. Some magazines are read in libraries while others may be personal copies loaned from person to person.

The researcher, instead, turned to a source that has thorough knowledge in the fields of periodical publications and youth reading habits. Library media specialists not only fit that description, but were readily available to the researcher. A library media specialist is likely to have circulation records and, more importantly, general knowledge of youth reading preferences. School library media specialists also observe students' use of magazines for leisure-reading within the library, making library media specialists a good source of information for identifying relevant magazines for this study.

A survey (see Appendix A) of school library media specialists serving grades nine through twelve in the Area Education Agency #15 in Southeast Iowa supplied the data needed to identify popular magazines read by teenagers. Each library media specialist was asked to name five magazines most frequently read by the students in their school. The five magazines named most frequently in response to the survey were used to collect the data in this study.

The researcher analyzed the personal values reflected in the advertisements contained in the selected magazines. Visual image as well as text were both considered in determining the primary personal value represented in each advertisement. Using a modified list of Pollay's personal values (Wulfemeyer and Mueller, 1990), the researcher developed a tally sheet for recording the number of occurrences of each value. The values were defined as:

Adventure: dealing with excitement, danger, risk-taking.

Appearance/Sexuality: concerned with attractiveness and sex appeal of self to others; having sexual implications.

Belonging: to feel as a part of a group, to feel accepted by others; to conform to social customs.

Community: a feeling of responsibility toward one's community or society; patriotism.

Family: a focus on the family unit and ties one has to the unit; companionship with parents or siblings.

Health/Cleanliness: concerned with fitness and well-being; free from illness or disease; having to do with hygiene.

Independence: to be self-sufficient, self-reliant; to be original or unique, the desire to be unconventional or nonconforming.

Leisure/Pleasure: relaxing, fun, to enjoy one's present state.

Love/Affection: expression of tenderness and concern for another person, feeling an attachment to someone or a desire to be near someone.

Maturity: the degree to which a person has departed from the emotional, physical, and intellectual behavior of childhood to attain adulthood; having earned respect.

Productivity: one's ability to achieve results; ambition, self-development, hard-working.

Safety/Security: to feel free from harm or loss; cautious, stable.

Status/Self-Esteem: to have positive feelings about oneself, to be self-assured; prestige; a trend setter.

Wisdom: concerning intellectual attainment, to be wise or knowledgeable; having good judgment.

Youthfulness: a feeling of rejuvenation, revitalization; vigorous. (p. 151).

A category, "other", was established for any ads that did not contain an apparent personal value. Advertisements that focused purely on product values were counted in this category. Photocopy examples of advertisements for some of the personal value categories are included in Appendix D.

CHAPTER 4

Data Analysis

Twenty-two surveys (see Appendix A) were sent to high school media specialists within Area Education Agency #15 in Southeast Iowa. Seventeen library media specialists participated, naming the five most popular magazines read by the students in their school. A total of twenty-three different magazine titles were mentioned in the survey results (see Appendix A). The five magazines named most frequently were: Seventeen (named on 16 surveys), Sports Illustrated (14), People (8), Teen (7) and Hot Rod (6). Two of the magazines, People and Sports Illustrated, are designed primarily for an adult audience. Hot Rod, which is geared to car enthusiasts, is designed with a youthful slant. Teen and Seventeen are popular fashion magazines designed for teenage girls.

For this study, three issues of each magazine were analyzed. Issues from January, May and September were selected to off-set any cyclical fluctuations in the advertising industry. A tally sheet was used to collect data from each magazine issue (see Appendix B). Data were compiled (see Appendix C) to show the frequency of personal values represented in the advertisements found in each magazine issue. The total occurrences for each personal value were compiled on Table 1: "Personal Values Found In Ads From Magazines Read by Teens." The total occurrences from all five magazine titles combined are

represented by the value total column. Each of these totals was used with the grand total to calculate the percent of ads reflecting each personal value.

Using Wulfemeyer and Mueller's study of Channel One as a basis for predicting the occurrence of personal values in advertisements, the researcher made three hypotheses. The first hypothesis stated: the personal values "leisure/pleasure" and "appearance/sexuality" would each be present in 25 percent or more of the advertisements analyzed in popular magazines read by teenagers. This hypothesis was found to be true only for the personal value "appearance/sexuality" which was present in 26 percent of the ads analyzed. "Leisure/pleasure," however, was present in only 8 percent of the ads.

The second hypothesis stated that the following personal values would be present in at least 5 percent of the ads studied: "belonging," "independence," "wisdom," "productivity," "status/self-esteem," "health/cleanliness" and "adventure." In this study "status/self-esteem," "health/cleanliness" and "adventure" each met the criteria for this hypothesis. In fact, "status/self-esteem" (at 16 percent) and "health/cleanliness" (at 20 percent) far-exceeded these predictions. The personal values "belonging," "independence," "wisdom" and "productivity" each were present in 2 to 4 percent of the advertisements analyzed, negating part of this hypothesis.

In the third hypothesis, the personal values "family," "youthfulness," "maturity," "safety/security," "love/affection" and "community" were each

predicted to be present in less than 5 percent of the ads. Table 1 shows that each of these personal values were present in less than 3 percent of the ads studied. The personal value "youthfulness" was found in only one ad, giving it a value of less than 1 percent. The personal value "maturity" was not present in any of the advertisements included in this study.

CHAPTER 5

Conclusions

The purpose of this study was to examine the types of personal values in advertisements that teenagers are exposed to while reading their favorite magazines. Since the researcher was unable to find any studies of this kind, Wulfemeyer and Mueller's (1990) study of Channel One ads was used as a template. Though Wulfemeyer and Mueller studied product values as well as personal values in television advertisements, the researcher focused on the methodology used for categorizing ads based on personal values. This study duplicates their use of Pollay's list of personal values (modified) and the corresponding definitions. One major difference in these two studies is the type of media analyzed: television commercials vs. magazine advertisements. Another difference lies in the researcher's role in carrying out the study. Wulfemeyer and Mueller used a panel or team approach for categorizing each advertisement, whereas the researcher for this study made sole judgment.

Focusing on the similarities to the Channel One study, the researcher formulated hypotheses that predicted similar results. The first hypothesis predicted that the personal values "appearance/sexuality" and "leisure/pleasure" would be present in at least 25 percent of the advertisements studied. Anyone who has ever perused a magazine designed for teenage girls should not be surprised that "appearance/sexuality" is a predominant theme

from cover to cover. The number of occurrences in Teen and Seventeen magazines assured its top-ranking position in this study. These magazines designed for young female readers were saturated with ads promoting beauty and sex appeal through use of hair care products, make-up, perfume and clothing. Even some hygiene products took the approach of making oneself more appealing to the opposite sex, hence inclusion in this category. For this personal value, "appearance/sexuality," the overall result was similar to the findings in the Channel One study. The personal value "leisure/pleasure" did not appear as frequently in the magazines studied. It appeared in a mere 8 percent of all the ads analyzed as opposed to the predicted 25 percent. One might expect magazines like Hot Rod and Sports Illustrated to account for the majority of this category, but they contained surprisingly modest amounts of "leisure/pleasure" ads. This portion of the study did not match the first hypothesis or the outcome obtained by Wulfemeyer and Mueller.

The second hypothesis, that dealt with personal values of average frequency, seemed to be a more uncertain area since slight fluctuations might be enough to negate the hypothesis. As it turned out, several parts of this hypothesis were false. The personal values "belonging," "independence," "wisdom" and "productivity" were all present in less than 4 percent of the advertisements studied, rather than the 5 percent or more as predicted. It should be noted, however, that "productivity" was far more prevalent in

magazines targeting male audiences (such as Hot Rod and Sports Illustrated) than those targeting female audiences (such as Teen and Seventeen). The same is also true for the personal value "adventure" which occurred in 8 percent of the ads. This result would seem to suggest a gender bias that may be a result of societal expectations. "Status/self-esteem" ads were more evenly distributed throughout the five magazines in this study. "Health/cleanliness" values were present in 20 percent of the ads—far more than predicted. This may be due to the recent trends in fitness and nutrition. Ads reflecting a theme of "health/cleanliness" were found more frequently in magazines for female readers (Teen and Seventeen) and People which is read largely by teenagers and young to middle-aged adults.

The last hypothesis dealt with categories of extremely low frequency. The personal values "family," "youthfulness," "maturity," "safety/security," "love/affection" and "community" were all predicted to occur in less than 5 percent of the ads analyzed. This proved to be true for each of these categories. "Youthfulness," nearly nonexistent in this study, was found in less than 1 percent of the advertisements. "Maturity," as a personal value, was not apparent in any of the ads analyzed.

The results of this study may not be particularly surprising. Much of the literature about adolescence characterizes teenagers as status-conscious and willing to go to great lengths to create an image. The over-abundance of ads

containing "appearance/sexuality" and "status/self-esteem" values reinforces this perception. Teenagers' need to create a self-image or identity may also explain why values such as "family" and "community" are of lesser importance.

Recommendations

Although this study clearly suggests that teenagers are over-exposed to certain personal values in advertising, one thing remains unclear. Are there certain needs inherent to adolescence that advertisers use to their advantage? Or could it be that the advertising industry feeds on teenage insecurities by designing ads that **create** such needs? It can be likened to the old adage: "Which came first, the chicken or the egg?" In this instance it could be stated: "Which came first the need or the advertisement?" Further study of the characteristics of teenagers and effects of advertising would be necessary to have a better understanding of these questions.

The researcher also recommends a survey that would include a variety of geographic regions. A survey performed in Southeast Iowa, as done for this study, is likely to reflect bias due to the predominantly white, middle-class, rural population. Including more geographic regions, however, would give a cross-cultural sample more representative of the United States population. A survey given to a cross-section of the U. S. population would likely result in a wider variety of popular magazine titles to include in a similar study.

Summary

This study of personal values contained in advertisements found in magazines read by teenagers was based largely on Wulfemeyer and Mueller's (1990) study of Channel One television advertisements. In their study, Wulfemeyer and Mueller found certain personal values to be predominant in the commercials that many high school students were exposed to while viewing Channel One on a daily basis. Because teenagers read popular magazines as a leisure routine, the researcher felt a need to analyze the types of personal values represented in this medium as well.

A survey of Southeast Iowa high school media specialists was conducted to identify popular magazines read by teenagers. The respondents each named five magazines they observed as most popular with their ninth through twelfth grade students. Twenty-three different magazine titles were mentioned in the survey results. The five titles mentioned most frequently were: Seventeen, Sports Illustrated, People, Teen and Hot Rod. Three issues (January, May and September 1993) of each periodical were used to collect data on the advertisements contained in each magazine.

The methods used, in an effort to duplicate the results, were similar to those used in the study of Channel One ads. Using a modified list of Pollay's personal values, each advertisement was categorized according to its primary personal value. The categorization was determined by the researcher's

viewpoint based on the graphic and textual messages.

Though some of the results of this study differ from Wulfemeyer and Mueller's study, several results are consistent. Personal values such as "appearance/sexuality" and "status/self-esteem" occurred much more frequently than values such as "family" and "community."

The results of this study suggest that magazine advertisements contain many of the same messages as seen on Channel One advertisements. Parents and educators concerned over the controversial messages on Channel One ads need also to be concerned with the messages found on page after page of the magazines teenagers read on a regular basis.

BIBLIOGRAPHY

- Barcus, F. Earle, and Rachel Wolkin. Children's Television: An Analysis of Programming and Advertising. New York: Praeger Publishers, 1977.
- Comstock, George. Television and the American Child. San Diego: Academic Press, 1991.
- Eskin, Leah. "The Super Consumers!" Scholastic Update 120 (January 15, 1988): 8-9.
- James, Don. Youth, Media, and Advertising. Austin: University of Texas, 1971.
- Jones, Patrick. "Wrestling With Young Adult Magazines." VOYA 12 (April 1989): 10-12.
- Lafayette, Jon. "Saatchi and Saatchi Uncovers Teen Image." Advertising Age 60 (September 17, 1989): 70-71.
- Leiss, William, Stephen Kline, and Sut Jhally. Social Communication in Advertising. New York: Methuen, 1986.
- Pollay, Richard W. "The Identification and Distribution of Values Manifest in Print Advertising 1900-1980." In Personal Values and Consumer Psychology. Ed. Robert E. Pitts, Jr. and Arch G. Woodside. Lexington, MA: Heath, 1984.
- Sellers, Patricia. "The A-B-C's of Marketing to Kids." Fortune 119 (May 8, 1989): 114-120.
- Traw, Kim Jagels (1993). An Analysis of Advertisements in Four Children's Magazines. Unpublished master's paper, University of Northern Iowa, Cedar Falls, IA.
- Vandermerwe, Sandra. "Youth Consumers: Growing Pains." Business Horizons 33 (May/June 1990): 30-36.
- Williams, Monte. "Parental Guidance Lost On This Crop." Advertising Age 60 (July 30, 1990): 26-28.

Wulfemeyer, K. Tim and Barbara Mueller. Commercials in the Classroom:
A Content Analysis of Channel One Advertisements. San Diego, CA:
ERIC Document Reproduction Service, ED323575, 1990.

APPENDIX A
Survey Materials

SAMPLE SURVEY LETTER

January 20, 1994

Ms. Jane Doe
Ottumwa High School
620 North Fourth Street
Ottumwa, Iowa 52501

Dear Ms. Doe,

As a fellow educator I know that your time is a precious commodity, so I will keep this short and to the point. To fulfill my requirements for my library science degree I will be studying the content of advertisements in magazines read by teenagers. In order to conduct my research, I need to develop a list of magazine titles read most frequently by teens. Because library media specialists have circulation records and good knowledge of student reading preferences, your opinion is held in high regard!

Please take a moment to list, on the form provided, the five magazines read most frequently by your ninth through twelfth grade students. (They need not be in rank order). Please return your list to me no later than February 14 in the envelope provided.

Your assistance is greatly appreciated! Thank you, in advance, for your time and efforts.

Sincerely,

Joni S. Erland
Teacher
UNI Library Science Student

SAMPLE SURVEY

Please complete and send in the envelope provided by **February 14**.

Your Name: _____

Your School: _____

Magazines read most often by your 9-12 grade students:

1. _____

2. _____

3. _____

4. _____

5. _____

SURVEY DATA

Magazine Titles Gathered From Survey

Frequency	Title
16	Seventeen
14	Sports Illustrated
8	People
7	Teen
6	Hot Rod
4	Rolling Stone
4	YM (Young and Modern)
3	Outdoor Life
3	Glamour
3	Field and Stream
2	Car and Driver
2	Good Housekeeping
2	Motor Trend

Each of the following titles were mentioned on one survey:

Dirt Bike	Motocross Action
Boys Life	Road and Track
Science News	Cycle World
Newsweek	Fur, Fish and Game
Time	Off Road

APPENDIX B

Tally Sheet

TALLY SHEET

Magazine Title: _____

Issue Date: _____

Adventure

Appearance/Sexuality

Belonging

Community

Family

Health/Cleanliness

Independence

Leisure/Pleasure

Love/Affection

Maturity

Productivity

Safety/Security

Status/Self-Esteem

Wisdom

Youthfulness

Other

APPENDIX C

Advertisement Data for Each Magazine

Table C-1

Ads From People Magazine

	January	May	September	Total
Personal Values:				
Adventure	1	3	0	4
Appearance/Sexuality	4	7	9	20
Belonging	0	0	0	0
Community	1	0	0	1
Family	2	7	1	10
Health/Cleanliness	11	13	11	35
Independence	1	2	1	4
Leisure/Pleasure	8	5	6	19
Love/Affection	1	1	0	2
Maturity	0	0	0	0
Productivity	1	2	4	7
Safety/Security	2	1	0	3
Status/Self-Esteem	3	7	7	17
Wisdom	1	2	0	3
Youthfulness	0	0	0	0
Other	2	2	2	6
Totals	38	52	41	131

Table C-2

Ads From Hot Rod Magazine

	January	May	September	Total
Personal Values:				
Adventure	10	11	7	28
Appearance/Sexuality	3	1	1	5
Belonging	2	1	4	7
Community	1	0	0	1
Family	0	0	0	0
Health/Cleanliness	1	0	1	2
Independence	2	1	2	5
Leisure/Pleasure	4	2	2	8
Love/Affection	0	0	0	0
Maturity	0	0	0	0
Productivity	6	6	2	14
Safety/Security	1	4	4	9
Status/Self-Esteem	11	10	10	31
Wisdom	2	0	1	3
Youthfulness	0	0	0	0
Other	9	5	3	17
Totals	52	41	37	130

Table C-3

Ads From Sports Illustrated Magazine

	January	May	September	Total
Personal Values:				
Adventure	1	2	5	8
Appearance/Sexuality	0	0	1	1
Belonging	0	1	0	1
Community	1	1	0	2
Family	1	3	0	4
Health/Cleanliness	5	2	4	11
Independence	0	1	2	3
Leisure/Pleasure	2	6	2	10
Love/Affection	0	1	1	2
Maturity	0	0	0	0
Productivity	0	1	1	2
Safety/Security	0	4	3	7
Status/Self-Esteem	2	2	3	7
Wisdom	3	1	0	4
Youthfulness	0	0	0	0
Other	2	0	0	2
Totals	17	25	22	64

Table C-4

Ads From Teen Magazine

	January	May	September	Total
Personal Values:				
Adventure	0	4	0	4
Appearance/Sexuality	8	17	21	46
Belonging	0	0	1	1
Community	0	0	1	1
Family	0	0	0	0
Health/Cleanliness	8	13	16	37
Independence	0	2	2	4
Leisure/Pleasure	0	0	1	1
Love/Affection	0	0	0	0
Maturity	0	0	0	0
Productivity	0	1	0	1
Safety/Security	0	0	0	0
Status/Self-Esteem	2	2	13	17
Wisdom	1	0	1	2
Youthfulness	0	0	0	0
Other	0	0	1	1
Totals	19	39	57	115

Table C-5

Ads From Seventeen Magazine

	January	May	September	Total
Personal Values:				
Adventure	0	5	1	6
Appearance/Sexuality	12	34	48	94
Belonging	0	0	4	4
Community	1	1	1	3
Family	0	1	0	1
Health/Cleanliness	5	20	20	45
Independence	0	1	4	5
Leisure/Pleasure	6	3	2	11
Love/Affection	0	2	1	3
Maturity	0	0	0	0
Productivity	0	0	0	0
Safety/Security	0	0	0	0
Status/Self-Esteem	1	6	22	29
Wisdom	0	0	1	1
Youthfulness	1	0	0	1
Other	0	2	1	3
Totals	26	75	105	206

APPENDIX D

Advertisement Examples

"Adventure"

Seventeen, Sept., 1993

Let your spirit fly! Get involved and **learn** something new every day. Talk with someone who is lonely. Try out for the dance team. Go **to** a museum. Most of all, enjoy yourself. To **live** is to feel alive. Use all **your** senses, let nothing pass you by. If you breathe in adventure, you'll exhale **life**.

GITANO

FOR YOUR NEXT ADVENTURE.
TRY OUR EXTRA-LARGE
GITANO TAPESTRY
OVERNIGHTER TOTE. IT'S A
GREAT VALUE AT JUST 14.88 --
EXCLUSIVELY AT K-MART!



THE QUALITY YOU NEED.
THE LOW PRICE YOU WANT.

ESCAPE



"Appearance/Sexuality"

Seventeen, Sept., 1993

Calvin Klein

"Belonging"
Seventeen, Sept., 1993

STEEL
JEANS.

DILLARDS

friends for life.



"Community"
People, Jan. 18, 1993



Roberta J. Nichols, Ph.D.
Fort Environmental Engineer

"Environmental responsibility fuels our research."



QUALITY IS JOB 1. IT'S WORKING.

1. Business Name
 2. Address
 3. City
 4. State
 5. Zip
 6. Phone
 7. Business Type
 8. Number of Employees
 9. Year Started
 10. Year Closed
 11. Reason for Closing
 12. Current Status
 13. Other Information

THE TOYOTA TOUCH

"Family"

People, Sept. 5, 1993



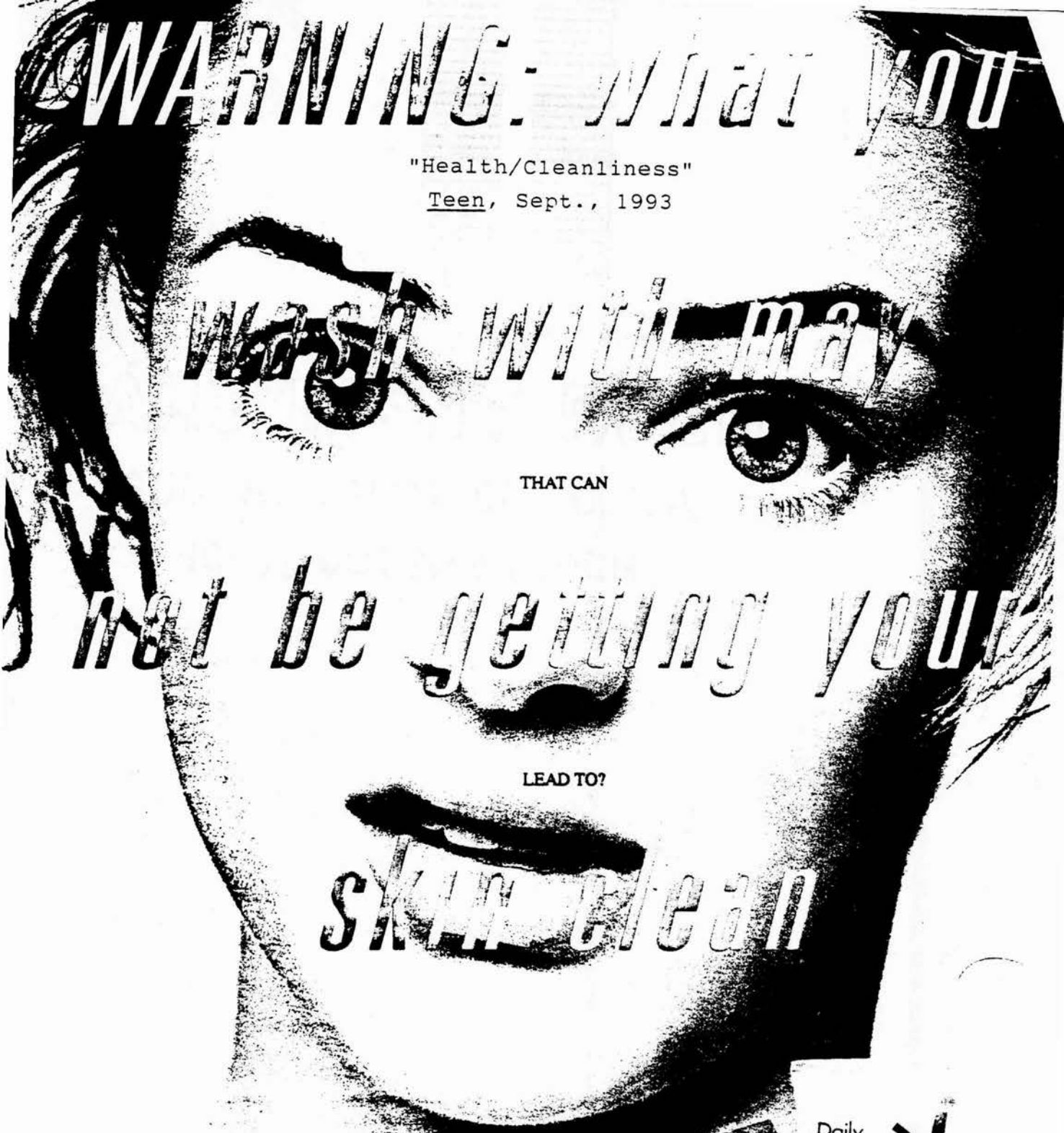
OUR PEOPLE ARE TRAINED NOT TO SELL CARS.

Chances are you don't need to be sold on the merits of a Toyota. You probably already know about our impeccable reputation for quality. Which means rather than a high-pressure sales pitch, your Toyota dealer is free to concentrate on something far more important: you.

We've even given this philosophy of truly individual service a name: The Toyota Touch. And every year, we recognize dealers exemplary in customer satisfaction with the prestigious President's Award. Because at the end of the day, our business isn't about moving cars. It's about moving people.

"I love what you do for me."

 **TOYOTA**



WARNING: What you

"Health/Cleanliness"
Teen, Sept., 1993

Wash with may

THAT CAN

not be getting your

LEAD TO?

skin clean

Oil, Oil and more Oil.

The thing is, just because your soap or cleanser lathers doesn't mean it cleans. *Au contraire*. It may leave an oily residue on your face. And girl, you *don't* need that in your life.

But Clearasil® Daily Face Wash is different. It *won't* leave an oily residue like some soaps and cleansers. And its medicated formula *removes* bacteria, and *foams* away dirt from pores, where pimples start.

So unless you've been living in a *cave*, you know that clean skin leads to clear skin, which leads to...*everything else*.

THE CLEARER CLEANSER



all men & women are created equal.

Celebrate and exercise the many freedoms you have...

Democracy is for everyone: young and old,
black and white, rich and poor, man and woman.



"Independence"

Seventeen, Sept., 1993



Kikomo

decorations of independence™

Selected styles available at: J.C. Penney, Lazarus. ©1993. Teximpor, Inc., DBA Kikomo.

Newport

"Leisure/Pleasure"
People, Sept. 6, 1993

pleasure!

© Lorillard 1993

Kings: 18 mg. "tar", 1.3 mg. nicotine;

Lights Kings: 9 mg. "tar", 0.7 mg. nicotine av. per cigarette by FTC Method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



"Love/Affection"
Sports Illustrated
Sept. 20, 1993

*Because she never
gives away my punch line.
Or waistline.
And doesn't comment when
I attempt the crossword
puzzle in ink.
Because tomorrow is our
Anniversary.
And I promise she'll
have stars in her eyes.*



*Diamonds.
Just because you love her.*

Designs from \$950. Call 1-800-775-8882.

A diamond is forever.

"Productivity"
People, Sept. 5, 1993

* How To Develop A Financial Plan On Your PC

1. Gather your financial information.
2. Enter in your goals.
3. Let WealthBuilder show you how to achieve them.

It's this easy to achieve your financial goals. That's why over 100,000 success minded people are using WealthBuilder by Money Magazine, the world's best-selling personal financial planning software.

Just fill in your objectives and WealthBuilder creates a customized financial plan just for you. It even helps you find the investments that match your goals.



Call Now! 1-800-346-2024 ext. 404
For you FREE Information Package

or call to order WealthBuilder for only \$69.99.
Available in Mac and IBM versions.

Reality

■ PICKS & PANS ■



lives: "A day in the life of a sex addict—on the next *Maury*!" "My husband slept with our baby-sitter—next *Donahue*!" *Dear Mr. Ripley* reminds us of a time when we were invited to gape at tattooed bodies and a man lifting an anvil with his ears. The new exhibitionism is about confession as catharsis and professing to help others in the same boat. But sometimes we're still watching people lift anvils with their ears. (Bulfinch, \$19.95) ■ ERIC LEVIN

POSSESSED: THE TRUE STORY OF AN EXORCISM

by Thomas B. Allen

Demonic possession has been a sure seller since 1971, when William Peter Blatty published *The Exorcist*, a fictionalized tale inspired by a true case of exorcism. Allen, the author of 16 books (including *War Games*) and a *National Geographic* contributing editor, has stripped away the fiction but not the fascination surrounding the best-documented case of diabolical possession in history.

As with Blatty's work, Allen's involvement began with an article in *The Washington Post*: an interview with the Jesuit priest who assisted Father William S. Bowdern, the reluctant World War II veteran who was ordered by his archbishop to take on the case of Robbie Mannheim (not his real name), a teenage boy whose parents turned to the Catholic Church when the bizarre phenomena surrounding their son became a torment.

The nightmare began in 1949, with strange knockings, scratchings and flying objects in the Mannheim family's Maryland home. It ended three months later with Robbie in restraints in the security room of a St. Louis mental hospital, where bloody messages appeared on his body, "as if the blade of a razor was moving inside his skin."

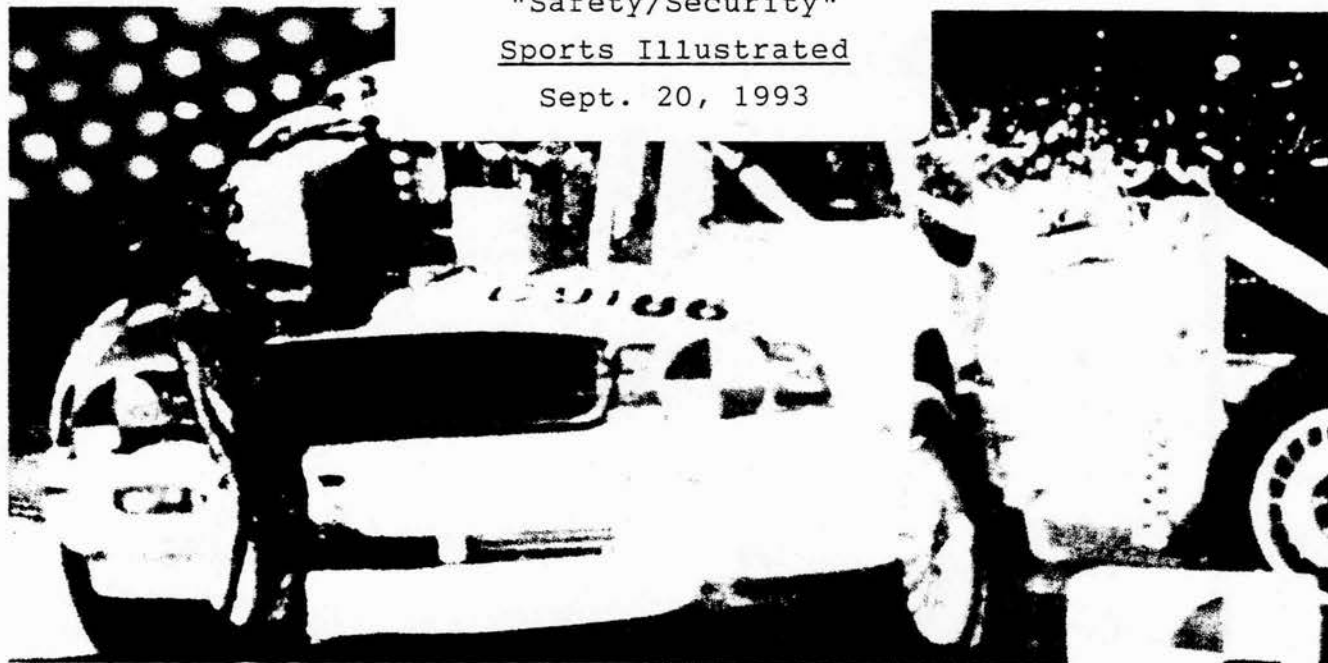
With a secret diary as his main source, Allen presents a dispassionate study, all the more chilling for its lack of definitive answers, and documents not only the actual exorcism but the compassion of the Jesuits and the beauty of Catholic dogma and ritual. (Doubleday, \$20) ■ LOUISA VERMELINO

Years from now, everyone will offer this much side-impact protection.

"Safety/Security"

Sports Illustrated

Sept. 20, 1993



Regal Sedan meets 1997 side-impact safety standards today.

We didn't have to do it yet. We didn't have to do it until 1997. But at Buick, safety comes first. And, in the case of Regal Sedan, it also comes four years early. Because the 1993 Regal Sedan already meets the 1997 federal standards for

side-impact collisions.

Regal Sedan puts Buick quality all around you. The passenger compartment is enclosed by a steel safety cage. The doors are reinforced with steel side-guard beams. And accident-avoidance features like anti-lock brakes are standard equipment on the

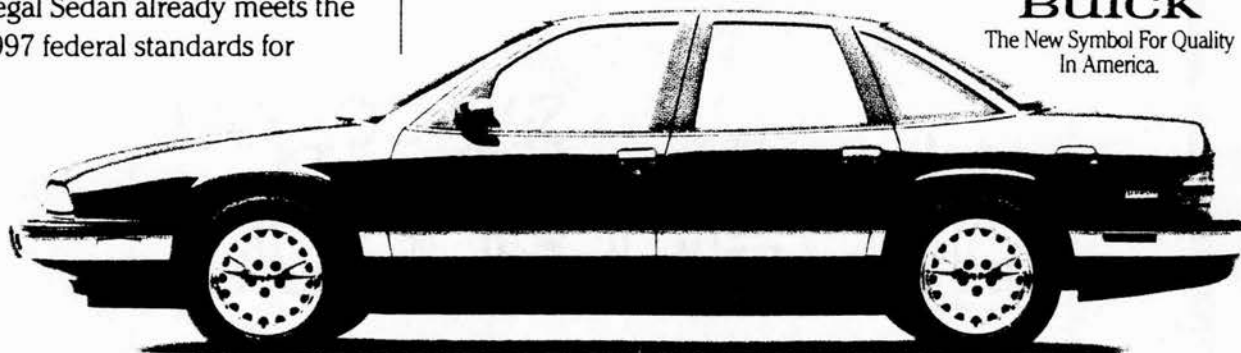
Limited and Gran Sport editions.

Other cars won't have to meet the side-impact safety standards until 1997. But if you want a car that's ahead of its time, see your Buick dealer today. Or call 1-800-4A-BUICK.



BUICK

The New Symbol For Quality
In America.



© Buckle up, America! ©1993 GM Corp. All rights reserved.
Regal is a registered trademark of GM Corp.

It's

If you've never been one to say, "I'll have the usual," you'll get quite a kick out of

like

the new Mazda Protegé LX. A unique set of wheels that defies the label "compact."

having

For starters, it comes with a whopping 125 horsepower. Plus, European styling and more

espresso

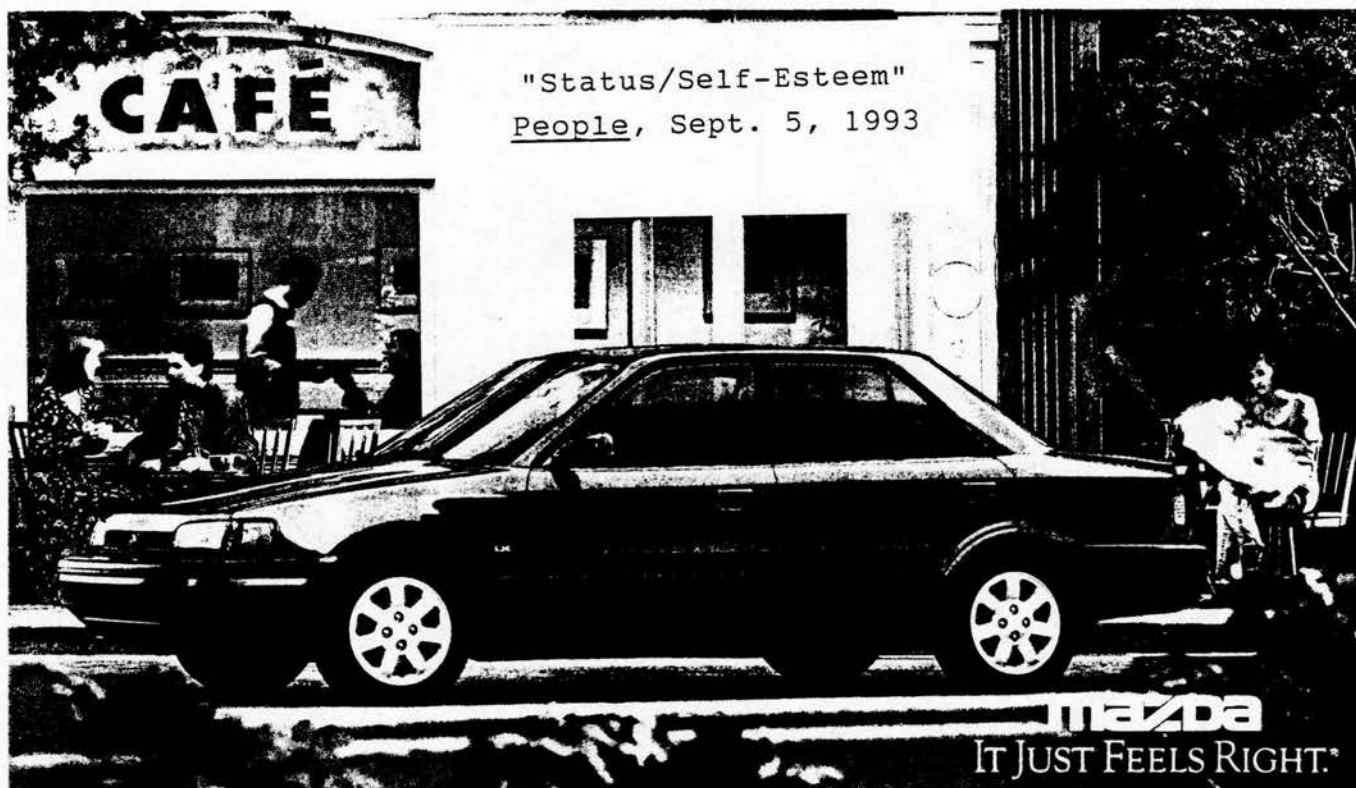
room than a Mercedes 190E, for a heck of a lot less deutsche marks. It's even guaranteed

instead of

for 36 months or 50,000 miles. Nothing in its class has that much confidence. So change*

decaf.

directions with the new Mazda Protegé. After all, if life's a trip, you might as well make it fun.



*Best-in-its-class, 36-month/50,000-mile, no-deductible, "bumper-to-bumper" basic warranty. See dealer for limited-warranty details. For a free brochure, call 1-800-639-1000. © 1993 Mazda Motor of America, Inc.

"Wisdom"

Teen, Sept., 1993



"I've finally found signs of intelligent life
on the planet."

JCPenney

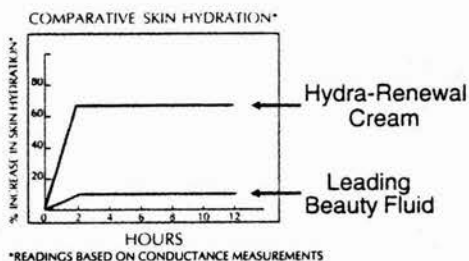
PLÉNITUDE CREATES
 NEW EXTENDED MOISTURE

HYDRA-RENEWAL

CONTINUOUS MOISTURIZING CREAM

Counteract the drying effects of today's environment with new Hydra-Renewal Continuous Moisturizing Cream. No ordinary beauty fluid can deliver continuous moisture at such abundant levels. Developed by the Skincare Laboratories of L'Oréal, this exclusive, creamy-light formula is fortified with a "12-hour moisture generator." Now all skin types can retain youthful levels of hydration from morning to night. Hydra-Renewal:

- 1. INSTANTLY ABSORBS**
 into skin with a refreshing surge of moisture
- 2. CONTINUOUSLY GENERATES**
 an abundant source of 12-hour hydration
- 3. LOCKS-IN MOISTURE**
 all day for smoother, more supple skin



L'ORÉAL

PLÉNITUDE

Reduces the signs of aging



"Other"

People, Jan. 18, 1993

STOP STREAKING

Glass cleaners and
all-purpose sprays
can leave ugly streaks.



START CINCHING!

Cinch, from Spic and Span, cleans
everything from glass to greasy stovetops,
without streaking.

Stop Streaking. And Start Cinching.

FROM SPIC AND SPAN.

